

CHAPTER II

REVIEW OF RELATED LITERATURE

Chapter II presents a review of related literature concerning which is based on relevant theories and previous research findings. It covers the slogan, functions and purposes of the slogan, characteristic of a good slogan, figurative language, and response.

2.1 Slogan

This chapter consists of an overview of the definition of slogan, kinds of slogan, language used in a slogan. Each part will be explained as follows.

2.1.1 Definition of slogan

In this study, there is some researchers' perception of the meaning of the slogan. Muhabat et al (2015) mention slogans are used to express the aims, ideas, and nature of an organization or an individual. It means the slogan is an intermediary to channel the goals of an agency to attract public attention.

Additionally, According to Prihantini (2015, in Rahayuni, 2017) reveals that the slogan is words or short sentences that are interesting and easy to remember to tell or convey something. Usually, slogans are found on posters, appeals, or advertisements. The slogan sentence is suggestive and does not contain restrictions. Some of the institutions usually make the slogan by using a short sentence but interesting. It can make the reader or consumer easy to remember it.

Ke & Wang (2013) say that slogan also has characteristic that is easy to be comprehended, so the people can recall it back. Meanwhile, according to Skračić & Kosović (2016), slogan also has to be simple so, the message can be easy to

deliver to the customer. So, when making the slogan, it should be simple and trusted. These beliefs will make society gives their reliance on the product or institution. Whereas, in this study, the slogan is defined as the writing that makes people curious about the brand by using a short sentence or phrase.

From all the statements above, it can be concluded that the slogan is a short sentence that has a deeper meaning which expresses feelings or idea from the writer to show public. Slogans tend to be pragmatic and promotive. The slogan is usually using a sentence that contains figurative language. Besides, the slogan is easy to remember.

Corporate culture has become an important topic in business. The institutions also need corporate culture. According to Greenberg & Baron (1997, in Sadri & Lees, 2001), corporate culture is perpetuated in some ways, perhaps through tangible symbols, slogans, stories, or ceremonies that highlight corporate values.

2.1.2 Functions of Slogan

According to Denton (1980), there are some functions of slogan:

1. To simplify complicated ideas

Simplify complicated ideas is one of the functions of the slogan itself. Therefore the slogan must be short so it is easy to remember. According to Skračić & Kosović (2016), slogan also has to be simple so, the message can be easy to deliver to the customer.

2. Express group ideology and goals

According to Muhabat (2015), slogans are used to express the aims, ideas, and nature of an organization or an individual. On the other hand, Pardjimin (2005, in Lestari, 2013) states that slogan is used for watchword in an institution. It also shows the purpose of the institution.

3. Create identification

Slogan is important in the business world. Slogan also can be used for identity of the institution. According to Michael et al (1980), in the middle of ages in the whole of European, the slogan was used for their primary project and to animate the warriors during the war or to build support for the warriors during the war. They were also used as the watchword for communication and recognized each other. So, it shows that the slogan can be used as an instrument for identification, communication, and recognition.

4. Provoke violent confrontations,

The slogan can be used to against, for example, to speak out or to against violence. According to Mckhight (1923), slogan has the function to intimate, maybe to prove, that something must be resisted, protested, opposed, promoted, propagated, preached and prevented.

2.1.3 Characteristics of Slogan

Pardjimin (2005, in Lestari, 2013) mentions there are two characteristics of the slogan. Such as:

2.1.3.1 The words are short, interesting, and easy to remember.

In the use of the slogan, it should choose a short word. Therefore, by using the right and short word choices, it looks more interesting and easier for the society, customer or student catch the meaning that is conveyed by the institution.

2.1.3.2 The watchword of an organization or society

Slogan is used for watchword in an institution. It also shows the purpose of the institution.

2.1.4 Language Used in Slogan

Hearing the word slogan automatically is not far from the language. Language plays an important role in making slogans because language can process words. So, slogans can be accepted with the community. April (1991, in Muhabat et al., 2015) suggests that words have power and language can affect perceptions about the world. There are a lot of kinds of figures which are used e.g. metaphor, allegory, simile, personification, etc (Stern, 1988 in Muhabat et al, 2015). Sikos et al (2008, in Muhabat et al, 2015) explain, figurative language fulfills the goals. Here, it shows that language has the power to influence the reader.

There are many kinds of choices to choose a good language for making a slogan. Skračić & Kosović (2016) analyze some slogans in yachts or boats in the nautical magazine. The investigation has revealed that yacht slogans use specific language devices. For example, in phonology, these slogans use alliteration, assonance, euphony, and rhythm. In syntax, these slogans do not use all sentences and use many noun phrases. Besides, semantically these slogans utilized many figurative languages such as metaphor, metonymy, hyperbole, and antithesis. From the analyzed by Skracic & Kosoviv (2016) explain that to make slogans, there are

many choices or kinds of languages that can be used according to the needs of the institution itself. Ex: in phonology, syntax, and semantically.

Muhabat et al (2015) investigate some school slogans in Pakistan and the researcher found that those school slogans have some claims and the researcher also got information about the use of figurative languages in those educational institutions. In the other hand, most of the school in Pakistan use figurative language to promote their school. From that statement above, it can be asserted that most of the slogans are using figurative language. It is proven that it is more interesting to promote their school, institution, business, etc.

2.1.4.1 Figurative Language

According to Peter (2002, in Arifah, 2016), Figurative language is a language that has figurative meaning and incorporates the speaker's desire to touch the emotions, to cause shock and to persuade into action. In other words, figurative language has a strong effect to persuade the audience's mind. Then, it can persuade the audience to agree with his ideas or phrase which is used for special effects and which does not have its usual or literal meaning (Longman, 1985 in Arifah, 2016).

Here some of the figurative that used in the slogan are:

2.1.4.1.1 Parallelism

According to Keraf (2010, in Awaliyah et al, 2015), parallelism is a figurative language which using word/ phrases/ clause equally.

For example:

“ Be a Global Citizen”

This slogan is from Jakarta Multicultural School. In the slogan, the words global and citizen is the bigger one. Citizen means a group of place that will be global. It means the advertiser wants to show the student of JMS will be more competent in a global environment (Awaliyah et al., 2015). It showed that figurative used in the slogan.

2.1.4.1.2 Metaphor

According to Peter (2002, in Arifah, 2016), Metaphor is figurative language speech, which compares one thing to another thing directly. This figure is explaining something by making a comparison between two objects.

For example:

“It’s going to be Tons of Fun“

This slogan is using a metaphor. This is a slogan is from Tutor Time. It is explained that metaphor is to compare one thing to another directly. The word uses metaphor is *tons of fun*. Fun is an object that cannot be counted. Whereas, the word "ton" can be counted. From that slogan explained that the happiness of students who joining Tutor Time will explode (Awaliyah et al., 2015). It is proven that the Tutor Time slogan used figurative language.

2.1.4.1.3 Hyperbole

Hyperbole is one kind of figure of speech which is a very popular and interesting language that very commonly used in daily life. We can find hyperbole not only in literature work but also we always use hyperbole in our conversation. Dennis (1996, in Arifah, 2016) states that hyperbole is a figure of speech that has a statement containing exaggeration. Different from introduced by Dennis, according

to Reaske (1996, in Arifah, 2016), hyperbole is a figure speech, which employs exaggeration. Hyperbole differs from exaggeration in that it is extreme. From the two statements above, it can be concluded that hyperbole is a figure speech that explained everything with exaggeration. It makes hyperbole has attractiveness.

For example:

“Service with a Smile”

This is the slogan by car rental. The slogan explains about the best car rental wants the customer to feel comfortable and feel happy with the service. Besides, the best car rental gives the best chauffeured service. The chauffeured can speak English and knowledge in their local area (Awaliyah et al., 2015). Seen from the example of a car rental slogan, the slogan also used figurative language.

From those examples above, we can learn that figurative language has the power to persuade the reader because the figure can touch the emotion of the writer. Figurative also used in the slogan, it can be seen from those examples. It is proven that most of the slogan in the institutions use figurative language.

2.2. Response and Kinds of Response

The term response in communication is a communication activity expected to have results or in after communication is named effect. A communication activity that gives the effect of communication of messages is transmitted by the communicator. According to Sujanto (2004), the response is a description of observations that remain in our consciousness after observing.

According to Sujanto (2004), there are some kinds of responses:

Responses according to the senses that are observing are:

- a. The auditive response, namely the response to what has been heard, both in the form of sound, strength, and others. It means, the person can remember very well what has been heard.
- b. The visual response, response to something seen. It means the person has a very good memory of what he saw.
- c. The mixed response, it means, the power of each of the senses is the same and has the same strong memory for everything that has ever been sensed.

According to Dahlen & Rosengren (2005, in Wang, 2016), slogans have a positive influence on their brands and function as carriers of brand equality. The response is very important for the slogan. The quality of the slogan can be seen from a good or bad response. Slogan is said to be successful when the slogan can be remembered by the public and has a good response.

Every person has a different way to response something. Dimofte & Yalch (2007) indicate that individuals were different in their responses to advertising using polysemous slogans, as differences existed in individuals' ability to access automatically the secondary meanings contained in slogans. Miller et al. (2007, in Cistulli, Snyder, & Jacobs, 2012) find that motivation, needs, and involvement are significant factors affecting participants' preferences for certain military recruitment slogans.

According to Juneja (2015), there are some situations a customer can fall into after they get responses:

1. Customers can be totally satisfied by the type of response with a positive feeling towards the respondent.
2. They can be totally satisfied but without any sort of strong feeling towards the respondent.
3. Slightly satisfied with the responses but with or without any feelings towards the respondent, depending on the efforts and type of responses provided by the respondent.
4. They can also be totally dissatisfied with the responses but no hard feelings towards the respondent as the respondent could have delivered the things correctly and efficiently.
5. They can also be totally dissatisfied by the responses with negative feelings towards the respondent as the respondent could have messed everything.